



European Diagnostic Manufacturers Association

To: EDMA National Association Members (NAMs) and Corporate Associate Members (CAMs)

Brussels, 24 August 2010

Dear all,

On 26 November 2010, EDMA, in collaboration with the Task Force for Young Scientists of IFCC (International Federation of Clinical Chemistry and Laboratory Medicine), and with the support of UNAMEC and EMA, will host a workshop on **“Reimbursement of Innovative Technologies”** in Brussels.

This workshop, which will bring together around 150 participants, will enable professionals from academic hospitals, private laboratories, IVD companies and research units to discuss common challenges. Moreover, it will help them to understand the various test reimbursement policies across Europe, and to explore future perspectives and strategies for quicker and cost-effective market access of innovative laboratory tests. Case-study presentations will highlight the differences in market access in various European countries and elsewhere.

EDMA is seeking sponsorships in order to ensure a high-quality meeting, and to offer its members the opportunity to promote their organisation during the event. To this end, EDMA is pleased to offer different sponsorship opportunities (see the table below for further information).

The logos of all sponsors will be clearly identified during the meeting and the social programme. Furthermore, sponsors will have the opportunity to circulate promotional material.

For further information on the event and sponsorship opportunities and in order to signal your organisation's availability for one of the sponsorship packages, please do not hesitate to contact me.

We appreciate your support and look forward to hearing from you.

Sincerely,

Miriam Gargesi
EDMA Public Affairs and Communications Manager



Thursday 25 November 2010	
19h00	Social Event & Dinner: Puppet Theatre Show at the " Maison de Toone " followed by a buffet dinner

Friday 26 November 2010 – Workshop at the Maison des Associations Internationales	
08h30	Welcome Coffee and Registration
09h30-11h00	Workshop Session 1
11h00-11h20	Coffee break
11h20-12h10	Workshop Session 2
12h10-13h00	Lunch
13h00-15h00	Workshop Session 3
15h00-15h20	Concluding remarks

<p style="text-align: center;">Gold Sponsor – 1,500€</p> <p>Your logo will be visible throughout the duration of the workshop and the social programme, in particular:</p> <ul style="list-style-type: none"> • on the Workshop's agenda • on screen prior to the meeting • on the panels in the registration area 	<p style="text-align: center;">Social event & Dinner Sponsor – 1,000€</p> <p>Your logo will be visible:</p> <ul style="list-style-type: none"> • at the dinner (prominent signage) • on the Workshop's agenda • on screen prior to the meeting • on the panels in the registration area <p>This sponsorship opportunity is limited to 4 companies</p>
<p style="text-align: center;">Lunch Sponsor – 750€</p> <p>Your logo will be visible:</p> <ul style="list-style-type: none"> • at the lunch (prominent signage) • on the Workshop's agenda • on screen prior to the meeting • on the panels in the registration area <p>This sponsorship opportunity is limited to 3 companies</p>	<p style="text-align: center;">Coffee Break Sponsor – 500€</p> <p>Your logo will be visible:</p> <ul style="list-style-type: none"> • during the coffee break (prominent signage) • on the Workshop's agenda • on screen prior to the meeting • on the panels in the registration area <p>This sponsorship opportunity is limited to 2 companies (one for each coffee break)</p>